

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Museums and Cultural Affairs

**AGENDA DATE:** January 18, 2010

**CONTACT PERSON NAME AND PHONE NUMBER:** Sean McGlynn, MCAD Director, 541-4898

**DISTRICT(S) AFFECTED:** All

**SUBJECT:**

**APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.**

Approve a Resolution of Support for MCAD's pursuit of official Texas Legislative cultural district designation for downtown's cultural corridor through a competitive process.

**BACKGROUND / DISCUSSION:**

**Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?**

Currently El Paso is the largest Texas city without an official state designated cultural district. Recent community surveys showed that 85% of respondents felt that a recognized cultural district would improve quality of life; and 90% felt it would improve El Paso's image regionally and nationally.

MCAD began work on a yearlong application process 6 months ago which included an inventory of eligible assets, analysis of existing incentives, meetings with eligible organizations and formation of a steering committee based on Texas Commission on the Arts Recommendation.

Support for Texas Legislative Cultural District Designation will:

- 1) formally acknowledge over a decade of significant public and private investment in downtown's cultural corridor
- 2) allow access to state tourist marketing dollars for the district
- 3) allow district to apply for discrete funding for collaborative, district-wide events
- 4) elevate El Paso's downtown cultural district to the list of other designated districts including those in Dallas, Austin and Houston

**PRIOR COUNCIL ACTION:**

**Has the Council previously considered this item or a closely related one?**

One of the main objectives of the 2015 Downtown Plan (approved by Council in 10/31/2006) seeks to "enhance the city's cultural and historical heritage." The 2015 Downtown Plan also emphasizes the highlighting of existing assets as anchors of attraction.

**AMOUNT AND SOURCE OF FUNDING:**

**How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?**

N/A

**BOARD / COMMISSION ACTION:**

**Enter appropriate comments or N/A**

Approved by Museums and Cultural Affairs Advisory Board on 11/18/2010.

---

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**

---

(If Department Head Summary Form is initiated by Purchasing, client department should sign also)

*Information copy to appropriate Deputy City Manager*

## RESOLUTION

**WHEREAS**, the City of El Paso wishes to participate in the submission of an application for designation of a cultural district for at least ten (10) years to be named: **El Paso Downtown Cultural District**, and a cultural district has been identified to assist the City and community to develop a public-private partnership to support said district; and

**WHEREAS**, the Texas Commission on the Arts will be petitioned to designate said cultural district; and,

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO THAT THE CITY:**

1. Endorses the submission of this application to the Texas Commission on the Arts and agrees to participate in the development and financial support of a cultural district to be named **El Paso Downtown Cultural District** under Tex. Govt. Code Section 444.031.
2. Endorses the goal of economic development of said cultural district within the context of preservation and rehabilitation of our historic buildings.
3. Endorses the goal of tourism development of said cultural district within the context of contributing to the overall visitor development goals of the city and county.
4. Will appoint a liaison who will represent the City on the governing board of said cultural district if requested.
5. By this action, directs staff to actively support and cooperate with governing board to develop and maintain said cultural district.
6. By this action, requests all members of the organization to actively support, promote and help maintain collaborative activities and events in said district.

7. Directs the Mayor to sign and submit such resolution on creation of said cultural district.

**ADOPTED** this the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

**THE CITY OF EL PASO**

\_\_\_\_\_  
John F. Cook  
Mayor

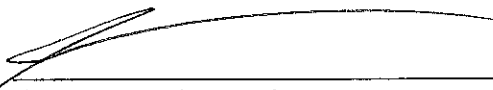
**ATTEST:**

\_\_\_\_\_  
Richarda Duffy Momsen  
City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Kristen L. Choi  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
\_\_\_\_\_  
Sean P. McGlynn, Director  
Museums and Cultural Affairs Department